



The Cleveland Museum of Art

FOR IMMEDIATE RELEASE
July 24, 1997

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LIBRARIES AND BLOCKBUSTER STORES CARRY NEW MIKE HARGROVE VIDEO

(Cleveland, Oh) *The Mike Hargrove Tour of the Cleveland Museum of Art* is now available in 148 libraries throughout Northeast Ohio and 40 **Blockbuster Video** stores in the greater Cleveland area.

The 12-minute video was initially created as part of a traveling display for local shopping malls and community centers. But since its unveiling on June 25, the Cleveland Museum of Art has received multiple requests for the video from civic groups, tourism bureaus and interested individuals. Now, those wanting to view the video, which shows Cleveland Indians Manager Mike Hargrove taking a humorous, first-time tour of the museum, can rent it for **free** at their local Blockbuster Video store. It will also be on the shelves of community libraries in Summit, Lorain, Sandusky, Cuyahoga, Lake, Medina, Wayne, Geauga, Ashtabula and Erie Counties, and in college libraries.

"The response from people wanting to see the video was so strong that we felt a need to distribute it in such a manner to meet the demand," said William Prenevost, manager of marketing and communications for the museum. "The video is not for sale, so we're grateful to the libraries and Blockbuster Video for making it accessible as a free service to the community."

The innovative video was created and produced by the Glazen Creative Group, a film and production company in Cleveland. The video was funded by the Lila Wallace-Reader's Digest Fund as a part of the museum's *Convening the Community* program to reach new audiences.

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